



MINUTES OF PUBLIC ART ADVISORY COMMITTEE MEETING OF APRIL 28, 2005

DATE: Thursday, April 28, 2005
TIME: 7:00 p.m.
PLACE: City Hall, 2263 Santa Clara Avenue, Third Floor, Room 360
Alameda, CA 94501

1. **Roll Call:** The meeting was called to order at 7:05 p.m.

Present: Chair (C) Huston, Vice Chair (VC) Lee, Committee Members (CM) Cecilia Cervantes (late), and K.C. Rosenberg

Absent: Committee Member (CM) Peter Wolfe

Staff: Dale Lillard, Acting Director (AD)
Pat Russi, Recreation Supervisor (RS)
Christina Bailey, Cultural Arts Specialist (CAS)

2. **Approval of Minutes**

A. **Minutes of Meeting on March 24, 2005**

M/S/C Lee/Huston

"That Minutes of Public Art Advisory Committee Meeting on March 24, 2005 be approved."

Approved (2) - Huston, Lee
Abstain (1) - Rosenberg
Absent (2) - Cervantes, Wolfe

(Minimum of three votes needed for approval; minutes will be placed on the meeting agenda for May 26, 2005.)

3. **Oral Communications**

(Any person may address the Committee in regard to any matter over which the Commission has jurisdiction or of which it may take cognizance that is not on the agenda.)

None.

4. Written Communications

None.

5. Old Business

A. Finalize Public Art Annual Plan - (*Discussion/Action Item*)

C Huston and VC Lee organized the Annual Plan prior to the meeting. The work done by the PAAC during 2004-2005 would be submitted as an Annual Report. One major component was the collection of public art information and program guidelines from other cities, which culminated in the drafting and completion of Alameda's Guidelines. The Annual Plan would include work to be done during the 2005-2006 period. This will include creating a Public Art Program Mission Statement, and developing documents used for Call for Entries and Request for Qualifications/Proposals.

PAAC reviewed and finalized the Annual Report and Plan.

M/S/C Rosenberg/Cervantes (approved)

"That the Annual Report of 2004-2005 and the Annual Plan of 2005-2006 be approved."

Approved (4) - Huston, Lee, Cervantes, Rosenberg
Absent (1) - Wolfe

AD Lillard stated that the first opportunity to present the Report and Plan to the City Council would come in late June.

B. Finalize Mission Statement - (*Discussion/Action Item*)

Discussion tabled on Mission Statement until PAAC meeting on May 26, 2005.

C. Finalize Public Art Documents - (*Discussion/Action Item*)

RS Russi stated that a finalized RFQ/RFP would be required, since Sue Russell and the Webster Street Project are moving forward.

VC Lee asked if she could review an e-mail from CM Wolfe, regarding the Webster Street Project. CM Wolfe brought up issues regarding the timeline, budget, and RFQ. In addition, CM Wolfe inquired as to where the art piece would be located. The site, as described, is unclear and needs some verbal or visual delineation.

C Huston stated that we should send a cover letter and RFQ to art publications and organizations. The organizations can then publicize it to their membership base. CM Rosenberg suggested two organizations, Pro Arts and San Francisco Arts Commission; C Huston suggested Art in America (AIA), Oakland Art Gallery, and other professional artist gathering spots.

PAAC discussed the items that should be requested in the RFQ. C Huston suggested that an artist submit only five (5) slides, ten (10) to twenty (20) for the RFP. The slides should be 35 mm in plastic or cardboard covers, no stick on labels; CD's and DVD's will also be accepted. The RFQ can also request the artist's resume, which includes education, exhibits, collections, and a list of where they have shown; a slide scrip will also be requested. CM Rosenberg suggested that a cover letter, letter of interest, and artist statement also be included. The artist would also be given the option to include additional support materials. C Huston expressed her approval of this procedure, because an artist is being chosen, not a project.

RS Russi stated that Development Services Department and the Webster Street Subcommittee would fill-in the blanks on the RFQ. VC Lee stated that California artists are eligible for this project.

C Huston stated that she would like to be on a subcommittee for the fact checking of art consultants. She inquired as to how soon the information is needed. VC Lee stated that it would be needed immediately, since CM Wolfe would like to see the piece completed and installed by December 1st.

C Huston inquired as to when the RFQ for the Webster Street Project would be needed. RS Russi stated that Sue Russell wants it to go out by the end of May.

C Huston and CM Rosenberg volunteered to look over an existing list of artists and consultants and to add any appropriate art organizations and publications.

C Huston clarified that Development Services would provide the descriptions for the RFQ; the PAAC would provide the format for the RFQ/RFP, a mailing list of organizations and publications, and if needed, assistance in reviewing the artist submittals. RS Russi added that he would be sending the documents to Sue Russell and would work with her to develop them.

RS Russi stated that he would finalize the RFQ with suggestions from PAAC.

M/S/C Rosenberg/Cervantes (approved)

“That the RFQ and RFP are sufficient for the PAAC to distribute as a working document, until changes are made in the future.”

Approve (4) - Huston, Lee, Cervantes, Rosenberg
Absent (1) - Wolfe

6. New Business

A. Appoint Subcommittee for the Theater and Garage Development Project - (*Discussion/Action Item*)

RS Russi explained that the goal is to have the Theater and Garage Project completed during early 2007. The restoration of the historical theater will take longer than the new complex components, but all will be opened at the same time. Dorene Soto is the Development Services Lead Person on this project.

CM Cervantes and CM Rosenberg expressed interest in being on the Sub-Committee. CM Cervantes stated that College of Alameda students might be involved with the oral history of the theater space.

M/S/C Huston/Lee (approved)

“That CM Cervantes and CM Rosenberg be appointed to the Theater and Garage Project Sub-Committee.”

Approve (4) - Huston, Lee, Cervantes, Rosenberg
Absent (1) - Wolfe

B. Set Priorities and Develop Strategic Plan - (*Discussion Item*)

C Huston suggested that priorities should include Mission Statement, RFQ/RFP, and Artist Directory.

RS Russi stated that many projects would be coming up soon. He suggested that the PAAC set a meeting schedule soon, in order to expedite meeting with project managers. C Huston stated that the schedule could be made through September, for regular meetings; the PAAC could assign dates for special meetings, so project

managers can be given a specific date and time to meet with PAAC.

7. Oral Communications, General

RS Russi stated that the Bridgeside Shopping Center Project is moving along. However, there have been no overtures for the Public Art projects. He went on to explain that AD Lillard, CAS Bailey, and himself went to visit Bay Ship & Yacht and spoke with Crispin Kraft. This company services ships (including government ships), propellers, and shafts. It is the largest employer in Alameda. For the past few years, the Corps of Engineers have been dredging the estuary and reducing Bay Ship & Yacht's dock space. Consequently, Bay Ship & Yacht has been forced to make changes and improvements to their property. Their business is required to have a certain amount of dock and pier space, in order to be a soluble business. They have been in contact with the Bay Conservation and Development Commission (BCDC), who set the stipulations and restrictions for the space 100 ft. from the waterfront (eg., the trail that runs up to Bay Ship & Yacht). Cris Kraft wants to revamp the trail area and landscape a small plaza with nautical artwork (near the ferry dock). AD Lillard stated that Bay Ship & Yacht is creating the plaza to meet the requirements of BCDC, and want credit toward the Public Art requirement.

RS Russi stated that South Shore Center would go over the \$150,000 cap for Public Art. Tad Savinar wants a copy of RFP, since he is looking for local artists (California artists are eligible). Tad is still planning to attend a PAAC meeting.

8. Committee Reports

- Webster & Park Streetscape Projects - CM Wolfe

See Section 5C.

9. Adjournment: The meeting adjourned at 8:30 p.m.